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Home Appliance *NewsLine*

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FIRST NINE MONTHS OF HOME APPLIANCE SHIPMENTS ARE SECOND-BEST EVER

CHICAGO -- Major appliance shipments were near record levels for the first nine months despite early predictions of a down year, but industry experts believe shipments will decline in the coming months, reports the Association of Home Appliance Manufacturers (AHAM).

Over 37.6 million units were shipped from January through September, 1.5% more units than were shipped during last year's same period.

September alone contributed over 4.1 million units to the year-to-date total, resulting in the third best shipment level ever for the month. Although the monthly gain was minimal (up 0.1%), it halted a three-month pattern of shipment losses.

For the remainder of 1989, monthly shipments are likely to flatten or decline because of lessening demand for the industry's core products -- refrigerators, ranges, dishwashers, washers and dryers. September and third-quarter shipments (down 4.4%) already reflect this trend.

Because of strong shipment momentum in the first-half, total 1989 shipments are likely to surpass 49 million units for the third consecutive year, according to the industry's latest forecast. If they do, 1989 will rank as the industry's third-best year.

1989 shipments of nearly 49.3 million units resulted in a second-best year, and 1987 achieved a record 49.9 million units.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS

September, 1989

	SEPTEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1989	1988	% Change	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,151.7	4,149.5	0.1%	37,656.3	37,081.7	1.5%	11,799.2	12,336.4	-4.4%
COOKING - TOTAL	1,500.7	1,472.3	1.9%	11,885.7	11,308.9	5.1%	4,014.7	3,845.1	4.4%
ELECTRIC RANGES - TOTAL	258.0	269.5	-4.3%	2,240.1	2,351.2	-4.7%	746.6	801.9	-6.9%
Free Standing	203.9	216.6	-6.7%	1,767.2	1,886.3	-6.3%	590.5	652.6	-9.5%
Built-in	54.0	50.9	6.1%	472.9	464.9	1.7%	156.0	149.3	4.5%
GAS RANGES - TOTAL	180.7	186.9	-3.3%	1,554.1	1,612.6	-3.6%	519.8	542.1	-4.1%
Free Standing	172.6	177.2	-2.6%	1,472.6	1,517.8	-3.0%	495.4	511.9	-3.2%
Built-in	8.2	9.7	-15.5%	81.5	94.8	-14.0%	24.4	30.1	-18.9%
MICROWAVE OVENS/RANGES***	1,074.9	1,031.0	4.3%	8,213.6	7,479.7	9.8%	2,787.5	2,546.7	9.5%
HOME LAUNDRY - TOTAL	955.1	1,021.0	-5.5%	8,043.5	8,133.6	-1.1%	2,595.2	2,832.4	-8.4%
AUTOMATIC WASHERS	544.6	584.4	-6.8%	4,660.6	4,709.4	-1.0%	1,503.8	1,638.5	-8.2%
DRYERS - TOTAL	410.5	436.6	-6.0%	3,382.9	3,424.3	-1.2%	1,091.5	1,193.9	-8.6%
Electric	315.9	333.1	-5.2%	2,610.9	2,649.4	-1.5%	842.2	917.3	-8.2%
Gas	94.6	103.5	-8.6%	772.1	774.9	-0.4%	249.3	276.6	-9.9%
KITCHEN CLEAN UP - TOTAL	755.7	723.5	4.5%	6,129.4	6,198.8	-1.1%	2,008.7	2,135.4	-5.9%
DISPOSERS	434.3	369.2	17.6%	3,269.3	3,121.8	4.7%	1,082.4	1,078.0	0.4%
DISHWASHERS - TOTAL	303.4	334.7	-9.4%	2,701.7	2,898.4	-6.8%	876.5	996.2	-12.0%
Built-in	288.0	314.1	-8.3%	2,553.8	2,716.8	-6.0%	833.6	939.6	-11.3%
Portable	15.4	20.6	-25.2%	147.9	181.6	-18.6%	42.9	56.6	-24.2%
COMPACTORS	18.0	19.5	-7.7%	158.3	178.6	-11.4%	49.8	61.2	-18.6%
FOOD PRESERVATION - TOTAL	749.7	813.6	-7.9%	6,422.2	6,627.7	-3.1%	2,357.9	2,681.5	-12.1%
REFRIGERATORS	626.7	686.0	-8.6%	5,445.5	5,583.6	-2.5%	1,955.3	2,245.4	-12.4%
FREEZERS - TOTAL	123.0	127.7	-3.7%	976.7	1,044.0	-6.4%	391.6	436.1	-10.2%
Chest	69.1	67.8	1.9%	555.5	560.3	-0.9%	223.2	233.7	-4.5%
Upright	53.9	59.8	-9.9%	421.2	483.7	-12.9%	168.4	202.3	-16.8%
HOME COMFORT - TOTAL	190.5	119.1	59.9%	5,175.5	4,812.7	7.5%	822.6	842.0	-2.3%
ROOM AIR CONDITIONERS	170.4	111.4	53.0%	4,618.3	4,167.1	10.8%	682.4	725.1	-5.9%
DEHUMIDIFIERS	20.1	7.7	161.0%	557.2	645.6	-13.7%	140.2	116.9	19.9%

* Domestic plus export shipments; includes both U.S. produced and imported products

** Numbers do not add because of overlapping product categories

*** Includes microwave ovens and combination microwave ovens/ranges

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TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989**	1990**
Cooking - Total	7,354	7,456	8,005	7,303	10,051	13,717	15,635	17,518	17,915	16,237	16,297	15,919
ELECTRIC RANGES - TOTAL	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,202	3,094	3,086
Free Standing	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,566	2,463	2,461
Built-In	756	555	498	417	563	577	574	598	655	635	632	625
GAS RANGES - TOTAL	1,799	1,539	1,496	1,368	1,573	1,732	1,814	1,940	2,143	2,227	2,143	2,108
Free-Standing#	1,670	1,437	1,401	1,289	1,477	1,626	1,694	1,826	2,022	2,101	2,024	1,990
Built-In#	129	102	94	79	96	106	120	114	120	127	119	118
MICROWAVE OVEN/RANGES	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,610	10,988	11,236	10,896
Home Laundry - Total	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,635	10,791	10,850	10,681
WASHERS - TOTAL	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,998	6,190	6,248	6,120
Automatic	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,998	6,190	6,248	6,120
Wringer & Other	186	124	88	64	69							
DRYERS - TOTAL	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,637	4,601	4,602	4,561
Electric	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,600	3,554	3,550	3,516
Gas	768	682	640	584	672	754	834	936	1,037	1,047	1,052	1,045
Kitchen Clean Up - Total	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,696	8,383	8,303	8,159
DISPOSERS	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,438	4,233	4,308	4,207
DISHWASHERS - TOTAL	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,032	3,907	3,760	3,716
Built-In	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,763	3,647	3,522	3,478
Portable	504	384	291	214	262	246	248	255	269	260	238	238
COMPACTORS	293	235	191	148	157	182	177	194	226	243	235	236
Food Preservation - Total	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	8,232	8,576	8,536	8,443
REFRIGERATORS##	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,972	7,227	7,221	7,145
FREEZERS - TOTAL	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,260	1,349	1,315	1,298
Chest	1,039	963	889	726	702	650	634	661	692	727	726	727
Upright	902	789	717	614	639	631	602	561	567	622	589	571
Home Comfort - Total	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	4,503	5,310	5,256	4,970
ROOM AIR CONDITIONERS	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,798	4,637	4,656	4,360
DEHUMIDIFIERS	685	673	536	440	437	591	588	555	704	673	600	610
All Major Appliances	35,043	31,869	31,978	28,051	34,039	41,176	43,611	47,012	49,981	49,297	49,240	48,171

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of August, 1989
\# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

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